



**February 22 - 23, 1999
Washington, DC**

Program

Monday, February 22

MORNING GENERAL SESSIONS

Opening Address

Dan Glickman, Secretary of Agriculture

Keynote Speaker (to be announced)

10:00-10:45 a.m.

Agricultural and Trade Prospects

Keith Collins, Chief Economist, USDA

*August Schumacher, Under Secretary
for Farm and Foreign Agricultural Services, USDA*

11:00 am-12:30 p.m.

Marketing Strategies in the New Millennium

Moderator: Ken Root, Host AgriTalk Radio

AFTERNOON BREAKOUT SESSIONS

2:00-3:30 p.m.—concurrent

Farm Income and Finance Outlook

Business practices to improve bottom lines; farm credit conditions; the dynamics of income, debt management, and financial performance

Price Discovery—2000 and Beyond

Determining fair prices in an environment of vertical integration, new production arrangements, and genetically tailored crops.

New Approaches to Direct Marketing by Farmers

The farmer as producer/marketer; direct marketing to communities, restaurants; monitoring the changing preferences of consumers

Implications of Dietary Guidelines

Factors in consumer demand for food; how the guidelines affect food production, processing, and marketing

3:45-5:15 p.m.—concurrent

The Future of Agricultural Risk Management Tools

What's ahead in agricultural commodity futures, options, and derivatives; agricultural insurance products for the next century; bundling risk management products

USDA Statistics—The Census and Beyond

Enhancements to the 1997 Census of Agriculture and the results; planning the statistics program of the future

The Role of New-Generation Cooperatives

Adding value to crops through cooperatively-owned farms, and a look at the strategies of two cooperatives

Emerging Markets in 21st Century Nutrition Programs

New outlets for farm products in nutrition programs; creative use of USDA's bonus commodities; expanding WIC farmers' markets

FORUM DINNER—6:00 p.m.

With featured speaker

Tuesday, February 23

MORNING OUTLOOK AND BREAKOUT SESSIONS

8:00-9:30 a.m.—concurrent

Outlook: Grains and Oilseeds

Cotton (including an official from China)

Fruits and Vegetables: New Business Strategies

How growers and processors are adapting to slower export growth and supply pressures in a competitive market

Risk Management and Environmental Improvement

Using markets and risk management tools to increase adoption of conservation practices; the role of crop insurance

10:00-11:30 a.m.—concurrent

Setting the Stage for New Trade Negotiations

Agricultural issues for trade talks ahead—FTAA, APEC, and the WTO mini-round; perspectives of industry and U.S. and foreign officials

Outlook for Emerging Technologies in the Sugar Industry

Advances in breeding and genetic engineering of sugar beets; cutting-edge changes in processing

Competition from Latin America

Latin America as a market, its infrastructure improvements, evolution of agricultural production, and adoption of biotechnology

Farmland Protection—Building on Past Successes

Overview of national trends and policies by the American Farmland Trust President; making farmland protection work at the local level

Livestock and Poultry Outlook for North America

Briefing on the Retail Food Price Outlook

NOON LUNCHEONS

Livestock; Cotton; Sweeteners; Grains and Oilseeds

Featured speaker at each luncheon

AFTERNOON OUTLOOK AND BREAKOUT SESSIONS

1:45-3:45 p.m. concurrent

Outlook: Dairy

Tobacco (including recent settlement developments)

Prospects for China: Importer or Competitor?

The future of Chinese agriculture, and viewpoints of China's Ministry of Agriculture and State Statistical Bureau

Food, Agriculture, and the Biotechnology Revolution

An overview of agricultural biotechnology, an industry perspective, and the public policy issues in biotechnology advances

Precision Agriculture in the 21st Century

Environmental implications of precision agriculture, and farmer and industry perspectives



Agricultural Outlook Forum

75th



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***Monday, February 22 -
Tuesday, February 23, 1999***

***Marriott Crystal Gateway Hotel
Arlington, Virginia***

- **Assessments of farm prospects by government and industry analysts**
- **Focus sessions on major farm-sector issues in the 21st century**
- **Long-term commodity projections to the year 2008**

For details on program and registration

On the Web at www.usda.gov/oce/waob/agforum.htm/

By e-mail to agforum@oce.usda.gov

By phone at (202) 314-3462

*Or write Outlook Forum '99, Room 5143-South Bldg., USDA,
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